

## **Abstract**

**Title:** Marketing Communication of Fyziofitness Cernosice

**Objectives:** : Aim of this thesis is to analyze and evaluate current marketing communication of Fyziofitness Cernosice from both the standpoint of its customers as well as its management. Based on gathered information, detailed concept of marketing communication is then presented, using mainly methods and tools of communication mix.

**Methods:** To evaluate current marketing communications, both quantitative and qualitative methods of research were used. Clients of the fitness centre were asked to fill a questionnaire and an interview with the owner of Fyziofitness Cernosice was conducted in order to better understand the current state of things.

**Results:** The output of this thesis is an outline of marketing communication for the period starting June 2017, up until June 2018. This outline will then be presented to the management of the fitness centre and it will be used for this period of time.

**Keywords:** marketing communication, communication mix, online communication, marketing research, developmental kinesiology in fitness